

# CTE Month February 2015



## CTE Month Theme: *Recognizing Classroom Innovators*

**How will you celebrate CTE Month in your district?** As part of your staff and student recognition program, this event can add spirit to your workplace and strengthen school morale.

### Goals of CTE Month:

- Inform students about the importance of choosing a CTE Pathway.
- Increase student awareness of careers, education, and training.
- Strengthen student engagement through the College and Career Plan.
- Increase parent involvement and awareness of CTE programs.
- Promote discussion of postsecondary options—training, certificates, and degrees.

### What Can I Do to Promote CTE Month in My District?

Consider making the following activities part of your celebration:

Visit [www.schools.utah.gov/cte/month.html](http://www.schools.utah.gov/cte/month.html) to obtain materials and resources.

- **Sample proclamation.** Encourage your local school board, mayor, county commissioners, chamber of commerce, etc. to designate February as CTE Month in your community. The proclamation signing ceremony can serve as a photo opportunity for your district.
- **Sample news release.** The news release can be “tagged” with your district name as a co-sponsor, creating visibility for your schools.
- **Sample PSAs.** Contact your local radio stations about air time.
- **Announcement flyer.** Attach the CTE Month announcement flyer to minutes or newsletters of organizations.
- **Marquee Notification.** Encourage local merchants to announce the date and theme on their marquees, in-store broadcast systems, electronic signs, and cash register receipts.
- Feature a blog on your website about CTE Month.
- If your district has a Facebook page post the CTE month events taking place at your schools.
- If your district has a Twitter page tweet about the CTE month events at your schools.
- Distribute copies of public relations materials to your schools. Materials are available at [www.schools.utah.gov/cte/publications.html](http://www.schools.utah.gov/cte/publications.html).
- Use a special message promoting CTE Month when you answer your telephones.
- Contact newspaper, television, or radio.
- Ask shopping mall management to sponsor a career fair.
- Introduce CTE logo and theme.
- Recognize your CTE teachers and student organizations.



Sponsored by the Utah State Office of Education and the Utah Association for Career and Technical Education